



For Immediate Release

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First Annual CAMBA Festival of the Trails to Debut

CABLE, Wis. (March 16, 2009) The Chequamegon Area Mountain Bike Association (CAMBA) will debut its new Festival of the Trails on June 12-14, 2009. The festival, a fund raising event that will benefit CAMBA's singletrack trail development initiative, will offer a weekend of mountain biking fun for riders of all levels with activities for the whole family on the beautiful CAMBA singletrack trails in Northwest Wisconsin.

Over the past several years CAMBA has steadily increased the number of new singletrack mountain bike trails across the region. The trails have been well received locally and by riders from outside of the area. In addition to establishing a fun new event during the early summer season to help attract visitors to the area, however, a secondary goal of the event is to increase awareness of the trails beyond the immediate region.

Mostly non-competitive events, the Festival will showcase the singletrack trails in the CAMBA Hayward, Seeley, Cable and Namakagon clusters. A variety of activities will be utilized to highlight the trails in different and unique formats. The core event will be the Tour de Trails, which will run throughout the weekend. Riders will have the opportunity to tour up to five singletrack trails. During these tours riders will have to punch a Tour Tally card along the trail signifying that they have ridden that route. For every route they ride they earn an additional chance to win great prizes in drawings held at the conclusion of the festival. The opening evening of the festival will feature an event for the after dark crowd – the Twi-Night de Trails a guided singletrack night ride.

The Taste de Trails on Saturday will be a rolling food fest tour along the trails sampling some of the best local restaurant offerings. Food stations representing different area restaurants and shops, will be encouraged to come up with a theme for their station, wear costumes and create a fun, festive atmosphere.

For those wishing to learn how to ride better, both kids and adults, on Saturday Teaching de Trails will offer introductory riding skills instruction. On Sunday, for those with a more competitive orientation, Time Trial de Trails will provide a five-up start time trial on ski and singletrack trails. Groups of five riders will start together on a wider trail before funneling into a narrow singletrack trail to race against the clock over a five- to eight-mile course. There will also be a shorter Kiddie Time Trial.

It won't be all about the bike, however. Toast de Trails includes several CAMBA hosted social events including a Saturday evening mountain bike video festival and a Sunday afternoon barbecue and s.w.a.g. fest closing ceremony.

Just because it is not a competitive event doesn't mean there won't be prizes, however. Numerous sponsors have combined to donate close to \$10,000 in merchandise that will be presented to participants via a variety of drawings. The odds are good that in addition to a limited edition festival hat, almost everyone will go home with a special prize. Plus, all participants will receive a raffle ticket entering them in a special drawing for a TREK EX-9 full-suspension mountain bike (a \$3,000 value), a Rock Shox Reba suspension fork or a Nite Rider light system. The CAMBA Festival of the Trails is generously supported by Platinum sponsor SRAM; Gold Sponsors: Trek, Bontrager, Becker Law Office and Hidden Bay Graphics; Silver Sponsors: Hayward Lakes Visitor & Convention Bureau, Mt. Borah Custom Sublimation, Freewheel Bike, Horny Toad, Rock Shox, TS Events, Nite Rider, Chequamegon Fat Tire Festival and Saris; and Bronze Sponsors: Hammer Nutrition, Salsa, KOA Hayward and Riverbrook Bike & Ski. Taste and Toast Sponsors include: Angry Minnow Brew Pub, Mooselips Java Joint, Rivers Eatery, Rookery Pub and Sublime Subs. Festival marketing is underwritten in part by a grant from the Wisconsin Department of Tourism.

The CAMBA Festival of the Trails promises to be a great weekend of mountain biking on some of the best singletrack and off-road bike trails in the Midwest and a great addition to the region's event calendar.

For more information go to www.cambatrails.org or call (715)798-3599.

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